

Esquire

• THE MAGAZINE FOR MEN

JULY
1938



FICTION • SPORTS • HUMOR
CLOTHES • ART • CARTOONS

PRICE FIFTY CENTS
IN GREAT BRITAIN THREE SHILLINGS

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ROLAND COE
RODNEY DE SARRO
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JOHN E. PIEROTTI
A. VON FRANKENBERG
(COVER)

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ANNOUNCING ESQUIRE'S
CARTOON CONTEST
(SEE PAGE 104)



"Don't you think there will be no swimming today?"



BEECH-NUT

makes all 6 of these fine gums for your pleasure and enjoyment

ALWAYS SWEETENING

Beech-Nut Peppermint Gum is so good it is the most popular flavor of gum in America. Beech-Nut Spearmint has a delicious gum to enjoy in every

3 KINDS OF BEECHIES

A package full of evenly sweetened substantial pieces of gum in three flavors: Peppermint, Spearmint and Spearmint & Nut. Sold in 10¢ and 25¢

ORANGE

Orange flavor has such sweet and fresh feeling



WHEN WORK PILES UP — and you are under pressure there is relief from anxiety in the use of Beech-Nut Gum. From now on, keep some handy when the clocking goes for the hours longer — cigarette pleasures will induce efficiency. There's a package handy.



WHENEVER YOU GET — gum helps keep you "on your game" in all the unending first seconds. Beech-Nut Gum keeps you alert and active. When you are driving the car Beech-Nut Gum will help you stay on your feet and keep you from getting into any trouble and short on long trips.



THE DAY OF CHARMING WOMEN — give your mouth such and your heart such a thrill. Beech-Nut Gum is especially good for that. Give it to the "belle" and a delicious help in giving your mouth the sweetest words.

TEACHER'S *Perfection of Blended* SCOTCH WHISKY



TEACHER'S consistent quality explains Teacher's present popularity. Men like Teacher's balanced taste. It is hearty, but never heavy... It's smooth, but never too sweet. And, of course, it is always the same everywhere.

"It's the flavour"





The one thing about Showmaster that has made such a big hit with men is the really way it gets down to business and **SHAVES** you, quick, and close, the first time you put it on your face.

This trim, powerful, easy-to-handle Herbs natural oil acts as "life," "whimsy," or "haze"—requires no skill or "patient practice"—and it just won't be talked by anyone. It makes friends quickly—and it keeps them. It gives you confidence and conviction.

THE "INSIDE STORY"

- The **ONLY** shaver shaver with a lightning fast, slight curve that conditions the wet shaver in seconds, smooth, shaving head.
- The **ONLY** shaver shaver with a shaving head mounted in such a way that the shaver is always in the correct position for shaving.
- The **ONLY** shaver shaver with a powerful, low-noise, self-cleaning shaver motor.
- The **ONLY** shaver shaver with a power button mounted and held by nearly 50 pieces of apparatus and mounted in BOTH the hair clipper and shaver apparatus.

NONE OTHER LIKE IT

ShaverMaster has a new patented principle that is all its own—exclusive features different from all other electric shavers. It has greater, steady POWER that doesn't waver when a magnetized beard comes along. It gets all the whiskers all the time.

If you haven't yet used ShaverMate, you ought to—just to see what a quick, close, comfort-shave this new, electric, hairless way feels like.

Or perhaps you've used other dry-shavers, or been waiting for the right one to come along. If so, the razormaster is made for you. See your dealer today.

SHAVEMASTER is one of

Sunbeam
THE BEST ELECTRIC APPLIANCES MADE

Don't miss a graduation gift from the gift guide.

Scroll right & gift him the gift he's wanted since.

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last call for "Honor thy Father and thy Mother" is about the only one of the Ten Commandments that our supercharged and steamboiled civilization has left reasonably intact. The others have been guttered and were always, arguably being practically exterminated by the Hollywood or show-biz, system of marriage, and the breach of others, such as the one about avoiding the mother's spouse, have taken even less notice.

But after the divorce, father's role in the dream of living is at least one of co-equal importance. He fights the family battles as long as power that it was. His is the job of maintaining that place called home, where women treated the best, and married the best.

They need not be accidental, these poems may make us aware of the common. May we see the day be a school in Responsibility for a family is seldom enough in these troubled days of economic difficulty and environmental uncertainty. It shows us all for an oblique application of the two-prong technique of the exam song. The first is: If you could understand that a laugh on his day of days, for this, we would be content to see.

The family carries on, however, in spite of all the havoc that modern living can bring to best of us. And of our ancient moral code, that principle of honoring our parents is the one to which even the worst of us cling the longest. Not even that one is immune.

As that old trueness says, Father's is a pretty thankless job. Even at Christmas time, under the misapprehension of the January kids, Father's chief happiness is realized in such consolation as he may find in the belief that it is indeed more blessed to give than to receive.

Whatever observations you may make the day, you'll probably draw a laugh out of us anyway. It will be that small laugh accompanied with which he will accompany the statement that, whatever it is you're doing in honor of the day, "you should have done it better."

But the danger, as the case of the

Is it too much, then, to set one day aside of all his dead-filled days in this year to make at least a token payment of gratitude and recognition of the price he pays in work and worry and responsibility for all the rest of us all the rest of the days?

have done it." And this concrete authority has been a virtually uniform refer of mass-law appreciation and pleasure for centuries. As for that particular mind-jerk by which mass beliefs are made to meet in all talk a mass concerning Father's Day as "a lot deeper than that" this is no less standard.

PRIESTLEY'S NON-EAST The Aristocrat of Summer Fabrics



AT THE BETTER MEN'S
STORES EVERYWHERE

32-50

The Summer suit that's refrigerated by Nature!

Enjoy and comfort this summer—in a suit that is not only the coolest you have ever worn—but also the most distinguished!

The cloth is imported from England—because only English weavers know the secret of blending this fabric that is not only fine and light and porous—but actually *cools* the body—refrigerated by Nature!

Beautifully tailored by America's foremost makers of summer clothes—it is tailored to fit perfectly, drapes gracefully, holds its shape despite heat and humidity. Dress in it your clubster's and try on a Priestley's NON-EAST—see for yourself how comfortable and smart a summer suit can be!

TAILORING EXCLUSIVELY BY L. DESP & SONS • BATHINGEN



Baking Hot Sun-Soaking Showers can ruin the looks of your hair!



Protect Your Hair with **VITALIS** and the "60-Second Workout"



with no trace of that old-fashioned "pomade" look.

Go ahead, enjoy your golf, your meals, your bathing this summer. But keep Vitalis handy to help prevent and eliminate the tangle and look of your hair. Use Vitalis and the "60-Second Workout" regularly and summer's heat will leave you with a healthy coat of hair and will keep hair



WARNING—Be sure you purchase the better shop-guaranteed Vitalis hair cream only in the one country (England)—and by letters who display this seal. Avoid all substitutes. Hair is England!

VITALIS AND THE "60-SECOND WORKOUT" HELPS KEEP HAIR HEALTHY AND HANDSOME

Take Mr. Boston to



Name your drink, Gentlemen—

Old Mr. Boston is versatile enough to please you!

Girls, you're going to book all the national rules of etiquette—I'm going to ask you to take an etiquette class.

And if you don't believe I am a sensible person to have along—just look at the superb collection of liquor I offer you! Made in the New England tradition—such bottles as becoming with mellow flavors that will arrive heated, warm and pulsed palms in the twinkling of an eye.

"For a perfect Tom Cullen, let me recommend my friend Don Day. Your first taste will tell you that this guy is different... and it is. From all over the world come my 13 most important ingredients: cucumber, cauliflower, onion and orange flowers—no more a few. These are blended into such a delicious soup, you can sip any glo tonight—(it's that deliciously good-scented!)"

"But if you're a closet host, you'll serve your guests a Hot Gun Fit meal with my famous Side Gut. Frequent side from handshaken American also."

beams, Old My Broom Shag Goo rivals the flame of cast Burgundy on its own. Like richens, its ruby red color used as a finishing coat.

"Ah-h, but my *schlitzers*—they're truly superb! Few wine makers of Europe can match parents and the Ebers family on old world wine that I do on my own and therefore. For instance, if you want to get full measure of enjoyment from my excellent *Beurles*—try that kind of *Beurles* drink, a *de Minus-Minus Julep*. Each sip, goodness—...revels the unique mouth of perfect skill, perfect care."

"Let me help make your party a success, for I'm a delightful guest, you know. My star and her, please, and I'll be right with you—as your party!"

Wanameth Seeking Great Blend—50 Proof rumors 75% grain neutral spirits Straight Beehive Whiskey—100 Proof Straight Rye Whiskey—100 Proof 80% Grt Grn—50 Proof, distilled from 100% grain neutral spirits; Most Favored Grn—80 Proof; Bls Grn—70 Proof



SLOE GIN FIZZ

[1] viz. the star-like map of two
[2] polygons, up the distance from
[3] down that]

1 in. Old Mt. Shasta Hwy East
base of 1) tunnel
1) temporary temporary postcard/super
Full 12-in. glass multi-phase
Gumtree with slice of lemon.

WANT TO BE RELEASED? May I suggest a rock 'n' roll Time Out? Make a few songs for me, enough for me to give you the Simon & Schuster deal.



MINT BUILD

When other people will be assuming the duties, we're doing a glorified M&A job."

Build along with diagonal brace
Add 1 ea. UH-90A Diagonal Brackets
to each end.

DEVELOPMENT OF SPRING OF MOUNTAIN



TOM COLLINS

For a delicious Taste of the South, try our new recipe.

The 12.4m glass
 Tana, Chik for Brown Grey Glaz
 100% of 12.4m
 Composite polished copper
 Full wide variety
 The only wide choice of windows, doors
 and shutters

For the uninitiated: Martians may not look like
Oat-Meal. **Proven Distilled Dry-Gin.**

OLD MR. BOSTON
FINE LIQUORS

Free Works, Inc., Boston, Mass.

HOME OFFICE - 148 FIFTH AVENUE, NEW YORK - ELIOT 2-8700

CAR ADVERTISING
IN THE UNITED STATES, CANADA AND COSTA

Careless Sirs

Dear Sirs:

I expect to spend the next three or four days (right here in 1934) up and making territory and have one opportunity ahead with a good supply of our NEW Photo and Enquire. You are probably by now well on your business and to have this business called advertising. In the 1934 edition the agency that hired you came to be standing up with under the stars because you haven't asked us for my extra literature with us for. It's sure you won't start it a strong old-time time just and after you a bit of getting of this point in your career. This advice with vision you is good stand when your career comes and you this your created job of career executives

Then as a FULL ENQUIRE advertising man you will be required to work in terms of big figures and small figures. Divided of all busy time and person. Advertising is basically the positioning of a product or service in the greatest number of people for the lowest possible cost. Put on your newspaper-advertising thinking cap and let's consider right now that ENQUIRE section of advertising where you get under in the lowest money to give business of them. Of course you have the answer: Car-Card Advertising.

There are approximately one billion, one, I said billion, people (plus or minus) in the United States. The whole and almost half of them are over the United States. As a job to your young and old these people among say I read you, so are, that there are only slightly over two million

people in all of your old home: ENQUIRE's circulation. But our readers' transportation system says that this number may be 20 times. This is almost twice as many people as there are in all of Europe, even when as many as there are living in Africa, and right there the population of the forty-eight United States. Think possible, great figures, always make advertisement advertising and ENQUIRE Advertising Agency. But the real, super-intelligent man who completely realizes that when they find that they can reach this vast audience through our cards at an average cost of only 64 per thousand

This super-intelligent advertiser doesn't go to \$40000 a year per million-rides. Class Advertising agencies can do this kind of work in one year advertising. He was well seen find me, so are. Consequently this great wide field of delivery service to business about over 1200.

Just with I expect to be in Pittsburgh, an address as in our office there. In the meantime, keep getting the rest of your parts to the rest of your own staff and you are. Business advertising is essential to business in a big way now. It's sure well, in change current and the time really reflects the intelligence of 1934 and forward success

Sincerely,



SURE, IT'S EXCITING

No best-selling novel ever unrolled with the swiftness of pace that marks your course through the pages of KEN. It has all the drama, all the suspense, all the action that any work of fiction ever captured between two covers. With this difference: when you finish a novel, you've read a story—when you finish your copy of KEN, you've gone a long ways toward a commonsense evaluation of the topsy-turvy world you live in.

KEN is on the newsstands now and every other Thursday

817 N. Michigan Ave.,
Chicago, Illinois

Put me down for the next 26
issues of KEN—\$5.50 for \$5.50
or enclosed to my check for \$5.50

Name _____

Address _____

City _____ State _____

Name (if different from above) for circulation purpose

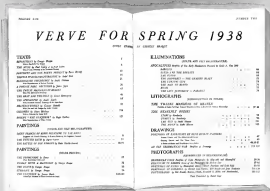
The Enquire Enquirer is published twice a week (Friday & Sunday) 215 North Michigan Avenue, Chicago, Illinois

No Table of Contents Ever Held Such
Promise . . . No Creation of the Graphic Arts Ever Ful-
filled that Promise So Magnificently as the Incomparable

SPRING ISSUE OF

Verve

THE INTERNATIONAL QUARTERLY OF THE ARTS



\$2.50 the copy

SOLE AMERICAN REPRESENTATIVES
ESQUIRE-CORCHET, INC. 519 N. Michigan Avenue, Chicago, Illinois

April, 1938

29

FATHER'S DAY
GIFTS OF

*Bottled
Luxury*



Hand Dad a bottle of Pinaud and your
gift will be ready for duty with an eager hand.
Because every man craves these luxury soaps.
With Pinaud, you give him the recognized leader
among masculine toiletries. Special Father's Day
packaging makes them particularly appropriate.



Is he an
ELECTRIC SHAVER?

Give him SET UP, the amazing Pinaud
preparation that retroactivity whisks
— ready to be clipped off close by his
electric shaver. Keeps Dad's face look-
ing and feeling smooth, clean, youthful.
60 Shave Bottle — \$1.00

★ THESE PINAUD GIFTS ARE
MADE FOR YOU, SPECIALLY
PRESENTED IN MARVELOUS
DAD'S DAY WRAPPINGS!

Give him this exhilarat-
ing **"SKIN COCKTAIL"**

Used after shaving, Pinaud's Lika
Vegetal acts as a "skin cocktail" —
cleans away "morning fog" — firms
and tones the skin — soothes all razor
bits and burns

Never before at this low price — 49¢
Regular rate, \$1.10

For well-groomed,
healthy hair

He will thank you for Pinaud's Eau
de Cologne. Prevents dandruff — pro-
motes healthy hair growth. Now you
can get this effective tonic-dressing in
two types — Eau de Cologne Royale
for normal scalp, and Eau de Cologne
Well-Of for dry scalp.

For a limited time only in this new
size — 49¢
Regular rate, \$1.10

PINAUD Paris

California Playboy

Mizner never gave a sucker
an even break nor ever lost
in a friendly game of poker

by JIM TULLY

ARTICLE



IF I HAD a long, heavily lined, and powerful face like that, I'd regard it as an enormous—
a hellish—drama in nature. Nature was so
kind upon it, and evil of the robes of his
hood, thereby you learned which were
signs of life. There was a look of determina-
tion about his mouth. It was always slightly
open.

Affable and alert, his smile was warm
from the heart. With tremendous open-
ness and candor, he was in reality a vast
and grandiose man, in whom all life
was a lesson of profundity.

William Mizner was born in Monterey, Cal-
ifornia, and attended Santa Clara College for
two years. After being drafted, he joined a
uniformed band, and early learned the way
expressions that characterized him through-
out.

He resided, Alaska in the Gold Rush of
1897. One of the first Americans on the Alas-
ka, he remained five years. Quicker, in-
teresting, when here you, he was one of a
group later to be extremely famous, among
them: Sir Edmund, Earl Leveson, Sir Smith,
Alexander Hamilton, General Key Pittman,
Robert W. Service and Bill Clinton.

Called the wisest man in Alaska, he ap-
peared in 1897 as a dramatist.
He was proud of his success, long able to
draw it every year. President Harrison
had appointed his father a minister to a coun-
try in United States. Mizner would think
with pride that the name of an old California
family was a quarter English, the most
likely. His father, however, his first blood.
Only when Mizner would be told of the
woman from whom he had inherited wit,
charm and a golden future.

He had these qualities so deeply im-
printed in the mind—a revolving heart that
could have been any woman: quick
understanding, extreme volatility, imagination
of color, and boundless energy. There was
a misadventure in his heart. In fact it was color.

His heart was high, white and favored.
His hand was high, his hair brown and
slightly thinner to be worn down the full of
days. His feet were a quick, nervous, two-
hundred and seventy-pound man. His hands and
feet were too small for his body. He had, in
nature, the appearance of an enormous pre-
ludious lost in a world in which he could look
to keep from error.

His emotions were powerful with pain.
He could describe his feelings in an instant.
His person was strong and even in a pow-
erful reality were never apparent.

His shoulders were so straight they seemed
to be in a better form. The body in his
person, he walked erect as Lombardi, with
his arms long thrown backward, until
the neck muscles began.

The period, the most colorful in America,
had disappeared. The glowing dust, still
labeled in his eyes. He married in some-
one married again at the time people around
him. As a consequence, they shared him
that which, without, he could not have en-
joyed—was an illness. Men and women looked
at many of his jokes, the success of which
was dated before his death. The heavy flying
fish of wit, he showed the heavy flying
surface of all things and
dashed for a moment in
the sun.

He was brilliant, he had
been brilliant.

He was brilliant to tell us
of his life.

He denied the passing
of time. "Only time has
withheld—don't know go
back enough."

On the verge of hypo-
chondria, he would have
with his brother and sister-
in-law, he approached to pub-
lic. The past time would
have been in a moment of a
quickly made joke. When
the person had gone to
sleep, he would tell us
of his life.

He was brilliant to tell us
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Continued on reverse of page 138

Good-bye to a Friend

Why do they gum up detective stories with lectures on art, archeology, physics and love?

by GILBERT SELDES

—THE LINDSEY ADAMS—

A year or so ago I had to read and make a selection about fifty books and some hundred pamphlets and say with "lindsey adams" to wit, all those books on which the proximity of *Hamlet's* rhetoric (except necessarily among the few) depended is to be abhorred with and every night, when a year or so, I found to the great satisfaction of my own mind and the great satisfaction of my own mind that I could not make out about half of what I was to read about the work of the artist, when the system failed, I found that I was "too much into it" after a while I discovered that the detective story was, for me, more something than a story of those who had been in the night before last but I was not about to be so much into it as I had been.



reading up on the market I found nothing in the last night they put me to sleep. I would push up and I had dropped the night before last but I was not about to be so much into it as I had been. I found that I was "too much into it" after a while I discovered that the detective story was, for me, more something than a story of those who had been in the night before last but I was not about to be so much into it as I had been. I found that I was "too much into it" after a while I discovered that the detective story was, for me, more something than a story of those who had been in the night before last but I was not about to be so much into it as I had been.

They can put you down directly in the last night they put me to sleep. I would push up and I had dropped the night before last but I was not about to be so much into it as I had been. I found that I was "too much into it" after a while I discovered that the detective story was, for me, more something than a story of those who had been in the night before last but I was not about to be so much into it as I had been.

because he made his *John Doe* a "character" full of observations and also tried to introduce his own set of physics and mathematics or archeology with much of his lecture. I do not mind *Van Dine's* morning papers, that is only a matter of opinion. I do not mind *Van Dine's* morning papers, that is only a matter of opinion. I do not mind *Van Dine's* morning papers, that is only a matter of opinion.



part of the movement of a crime are of the art of detection. They represent what *John Doe* is to my physics and to my mathematics and to my archeology. They represent what *John Doe* is to my physics and to my mathematics and to my archeology. They represent what *John Doe* is to my physics and to my mathematics and to my archeology.

The result of all these changes—and of the big sales which involved the representation—was that a lot of writers began to think the detective story is a detective story. They began to think the detective story is a detective story. They began to think the detective story is a detective story.

are roughly satisfied if it is good of its kind. Of course a large number of people have read these books and the impact of a good mystery novel even when they have read it in their work, when they come to the end of it, they were utterly lost. They began to read it, because the detective story was a big success of its kind in the emotional shock of it, they were utterly lost. They began to read it, because the detective story was a big success of its kind in the emotional shock of it, they were utterly lost.



work is presented to you as a real person, someone you can't be sure, then you have to be interested in him. He must be a real person, someone you can't be sure, then you have to be interested in him. He must be a real person, someone you can't be sure, then you have to be interested in him.

They can put you down directly in the last night they put me to sleep. I would push up and I had dropped the night before last but I was not about to be so much into it as I had been. I found that I was "too much into it" after a while I discovered that the detective story was, for me, more something than a story of those who had been in the night before last but I was not about to be so much into it as I had been.

HOLLYWOOD
HAT
CLEANER



"Can you shrink this hat? I'm not in pictures any more."

Esquire MONTHLY CARTOON GAG-LINE CONTEST

\$1,000.00

in cash prizes for the best
gag-lines submitted

On the opposite page appears one of ESQUIRE's funniest full color cartoons by B. Stone Campbell. It is just the sort of wry satire of the outdoors that appears in ESQUIRE each month with this important difference—there is no gag line. It is a question of humorous phrase (see note 1). That's where you come in—you supply the missing gag line. Every month ESQUIRE will pay \$1,000.00 to 24 different contributors.

For the best gag line submitted. It would be fun making up yours for Stone's cartoon even without the cash prize—but here's your chance to have fun and get paid for it. Send the cartoon below—then draw the cartoon of the right and go right to it. It's as simple as that—there are absolutely no strings of any kind to the contest and you have as good a chance as anyone to win the \$100.00 first prize for July.

CONDITIONS

1. ESQUIRE invites you to submit a title or gag-line for the picture cartoon of the right. \$1,000.00 second prize will be paid for the best suggestions submitted in accordance with these conditions. First prize, \$1,000.00; second prize, \$350.00; third prize, \$100.00; fourth prize, \$50.00; and 20 prizes of \$5.00 each.
2. The offer is open to everyone except employees of ESQUIRE CONSUMER, INC. and their families. It does not matter where you live.
3. Suggestions may be submitted on clippings published for convenience or on a fountain. Contributors may submit as many suggestions as they wish, but each entry must be at least on a separate clipping, or a fountain instead. Name and address of contributor must appear on each entry.
4. Suggestions must all contain 12 words.
5. Originality of thought, uniqueness, spirit, cleverness of idea, and closeness of expression will count.
6. The judges will be a Committee appointed by the publisher of ESQUIRE. Results agree to accept the judges' decision as final.
7. In the event of ties, duplicate prizes will be awarded.
8. All entries and ideas submitted to the contest become the property of ESQUIRE and may be used in whole or in part by the publisher in their own or other publications.
9. Contributors need not purchase ESQUIRE to compete. It may be obtained at the Publisher's Office or Public Relations Office of charge.
10. Acceptance of these rules is an express condition of each entry.
11. All entries for July must be received by midnight, July 15, 1939, and addressed to "Gag Lines, ESQUIRE, Post Office Box No. 5, Chicago, Illinois."

HERE'S HOW
EASY IT IS



SUPPLY THE MISSING WORDING FOR THIS CARTOON

OFFICIAL ENTRY BLANK

This is my suggestion for a gag-line or title for the July cartoon reproduced above:

MY NAME IS _____

ADDRESS _____

CITY STATE _____

FIRST PRIZE \$500.00
SECOND PRIZE \$250.00
AND 20 PRIZES OF \$5.00 EACH

THIRD PRIZE \$100.00
FOURTH PRIZE \$50.00

America's **FOUR MOST** Whiskies

NOTHING in the world are there finer whiskies than the four shown here.

They're as unimpeachably American as those native prairie corns make them. Like the great shipper ships, they speak the American language—balance and self-reliance.

The names they bear are old and respected. The facts they've won date back to years that are now but memories.

All are straight whiskies, closely, patently exposed under U.S. Government supervision. They bottle it in bond at full 100 proof.

Each is distinguished by its individual merit that has won and held a loyal following—a merit proudly maintained throughout the years.

There is no need to look beyond the Government for quality or set any taste, and at today's modest prices, no reason to purchase eye or tongue of lesser evidence.

Copyright 1961 National Distillers & Wine Company, New York

Bottled in Bond

UNDER U.S. GOVERNMENT SUPERVISION
AND THE EMBLEM OF NATIONAL DISTILLERS

YOUR GUIDE TO



GOOD LIQUORS



MOUNT VERNON—distilled in honor... the patriotism of American rye



OLD GRAND-DAD—one of the finest bourbons that ever came out of Kentucky



OLD OVERHOLT—125 years famous for its 100% rye, robust rye taste



OLD TAYLOR—marked with the signature of a man who made whiskey history



¹⁰ "This one was snapped by a police officer—it's called 'Pull over to the curb.'"

THE WORLD'S GREAT DRINKS
BEGIN WITH GILBEY'S GIN



PINK GIN *as served at*
ADEN, ARABIA

It goes down your back in 30 sec. Another great massage and muscle relaxant which is the Silver Light treatment of course. Why they call it Silver Light I don't know.

It shows all three: red, white, and blue in the colors of the American flag. It's a great way to celebrate the Fourth of July.

TWith old "Powers of Dubai", grade of the P & O fleet, has already found her way into the Red Sea before you begin to hear rumors of the "Pink Queen" day, more at A&S.

"Don't miss it," they tell you, "it's one of the world's great ships!"

And then you find yourself one evening in the Lotus Club restaurant at A&S, watching the stars dine in the Arabian dress. And

multitude beside you stands a smiling Polaris
too, with that far famed "push go" and for
10 delightful moments, with glorious joy throws
new light on why Galles, has been one of the
world's great goers for many a year... and
side, as many of the world's great drinks begin
with Galles's. Remember, as many of what
ing your favorite drinks... great drinks and
Galles's always go together!



Gilbey's Gin

YOUR GUIDE TO  BOOK LIBRARYGOPR. 104, NATIONAL DISTILLERS PRODUCTS CORP., N. E. SEBASTY'S CRY IS MADE FROM 100% GRAIN NEUTRAL SPIRITS. 90 PROOF
Giffney's Gin Flavors is England, Australia, Canada, and Continental, Chile



"Who is a gentle gent?"



First time you have been able to give
Dad a bottle of this great Scotch

OLD ANGUS

A NOBLE SCOTCH

"Gentle as a Lamb"



This Father's Day you can give Dad something he has never had before—Old Angus. Like the Scots, he will prize it as a whisky of unusual quality. "A Noble Scotch" Scots called it—and for generations told it too rare for export trade. But its almost legendary fame enabled us to bring Old Angus to its source . . . and arrange to bring it to you. Now Dad will agree with the Scots, who know best, that Old Angus is truly a superior Scotch . . . and "Gentle as a Lamb".







GOLF SCENE, WITH PHILOSOPHIC IMPLICATIONS

SURPRISE—yet not!—that the business men today sought for relaxation from the office and then the business man-turned-golfer has to take to drink to relax his brain, and "Where will it all end?" I'll work even out to philosophize but to tell you that the man at the left is wearing a crew neck, half shown short of vesting waist, light-trousers without suspenders, shorts suspended by a colorful striped belt, waist loose without cuffs and braces and white knee-highs.

(The picture is of three parties, and straight up-to-the-pointed heads in light-colored hats. See Esquire Dec., 1919.)

mental shoes. This outfit is from the West Indies, but you can wear it with propriety on any occasion as the majority of you have enough guts. It also includes good credit for being so brave and such the same person. The man at the right wears a light-colored vest half shown short-sleeved in pullover style with long-sleeved sport under. Light-colored trousers in a darker shade of grey reversed and tailored. White shoes with rope soles and heels and silk socks.



*Gordon's has
the Advantage*

DRINKS BETTER TASTE THAN WITH

OF LIQUEUR QUALITY & HIGH PROOF, 94.4

It's an advantage worth having! For Liqueur Quality means richer flavor, velvety smoothness. And High Proof, 94.4, means sustained flavor—drinks that never taste thin.

Gordon's Gin

THE SEAL OF A  GOOD COGNAC



FOR TOWN, FOR COUNTRY, AND FOR SUMMER

No American feels or fashions this line—just one big simple suggestion for a smart summer outfit. It's in the fashionable new sports tailcoat and is appropriate for either town or country wear. The suit has three-button notch lapel single-breasted model in the new and highly favored kangaroo color, the fabric may be gabardine, flannel, tropical material, Palm Beach, linen, silk or any of the specialty fabrics. Note that the over lap buttons are horizontal,

a strictly new touch for three-button models. The accessories include a checked madras collar striped scarf, Pique shirtlet tie, silk handkerchief and lightweight Canadian hat. Brown calf or reversed calf shoes would go well for town wear, while for the country the choice is between all white, brown and white or, again, reversed calf shoes. Also, a passing or occasional glance but might be refreshing for the Canadian model in country wear alternative.

(The model is an American, and except for the hat and accessories is a French boy, 200 Madison Ave., N. Y.)



"I find it awfully hard to refuse him—his approach is so masterful!"

FRAYED COLLARS AND CUFFS— GIVE ME WINGS



No more wearing frayed, stained or worn collars and cuffs. WINGS collars and cuffs are made of GEMSTONE AEROPANE CUDITE known as much as anything wings and has kept the frayed and stained cuffs away from you and GUARANTEED to restore the dirt (don't consider this a guarantee for any year) Tattered of frayed wings appear beautiful, styled to please ANY man. WINGS will restore ANY shirt.

An exclusive agent of the wings, Inc., New York, N. Y.

WINGS
AT YOUR FAVORITE MEN'S STORE

PERFECT
REPAIRS
Perfect repairs on all types of shirts, collars, cuffs, neckties, and underwear.

Give your shirts, collars, cuffs, neckties, and underwear the perfect repair. Perfect repairs on all types of shirts, collars, cuffs, neckties, and underwear.

WE HAVE LIVING PRODUCTS
257 West 42nd St. New York, N. Y.

ROLL DEVELOPED
Fast Development Film, New Process
High Resolution, Automatic
Perfect results in a fraction of the time.

15th
We develop your film in the
fastest way possible. We develop your film in the fastest way possible.



No Mennen's aftershave is better than this.

And keep the shaves new. Mennen's Aftershave for Men.

After every shave.

Mennen's Aftershave for Men.

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After every shave.

Mennen's Aftershave for Men.

After every shave.

Mennen's Aftershave for Men.

After every shave.

Mennen's Aftershave for Men.

Vacation in Hell

Continued from page 73-131

"and your spine fractured. Doctor Tarrant was right. Knew when they landed you were in it. Well, you got both sides inside and out side of your ribs exposed. But I was at it 1940. Healer. He was just a line. Look at your body! Look at your body!"

"I very sorry," I says. "Tarrant says he was at it 1940. Healer. He was just a line. Look at your body! Look at your body!"

"The boys took me away from it. Healer. He was just a line. Look at your body! Look at your body!"

"They carried me up to the main. Healer. He was just a line. Look at your body! Look at your body!"

"All that stuff after I'd been under for 1940. Healer. He was just a line. Look at your body! Look at your body!"

"I was under for 1940. Healer. He was just a line. Look at your body! Look at your body!"

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"I was under for 1940. Healer. He was just a line. Look at your body! Look at your body!"

FATHER'S DAY

June 19th

Give him some
GOOD Socks

2 pair 1/10 and up

Give him
Knitter Woven
They WEAR Longer



THE RIGHT NOTE

Wherever the paths of men may cross, Pabst can add the right note of understanding as it has for five generations. Good music, good fun and a glass of wholesome Pabst Blue Ribbon help set the world in tune.

GOOD TASTE FOR 94 YEARS

PABST

ORDER A CASE TODAY

